

***PChome***

@Thailand

Michael

# Thailand/Bangkok today

*Water market, Tuk Tuk car and all other tourist's stuffs are what most people recall when mention about Thailand. It's truth till today, just, Thailand is changing and it is actually more than that, so as other SEA countries...*



**PChome**



中華民國對外貿易發展協會  
Taiwan External Trade Development Council

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**PChome**  
[www.pchome.co.th](http://www.pchome.co.th)

JAN  
2019

# THAILAND

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE



TOTAL  
POPULATION



**69.24**  
MILLION

URBANISATION:

**50%**

MOBILE  
SUBSCRIPTIONS



**92.33**  
MILLION

vs. POPULATION:

**133%**

INTERNET  
USERS



**57.00**  
MILLION

PENETRATION:

**82%**

ACTIVE SOCIAL  
MEDIA USERS

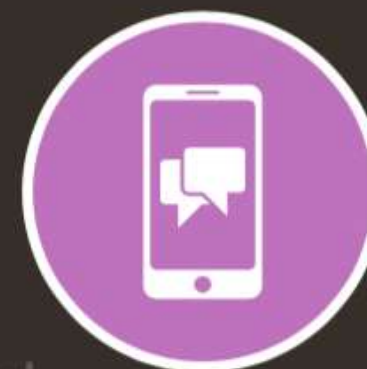


**51.00**  
MILLION

PENETRATION:

**74%**

MOBILE SOCIAL  
MEDIA USERS



**49.00**  
MILLION

PENETRATION:

**71%**



we  
are  
social



we  
are  
social

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# SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE\* OF SELECTED SOCIAL MEDIA PLATFORMS



TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



50.00  
MILLION

FEMALE 50%  
MALE 50%

TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



13.00  
MILLION

FEMALE 62%  
MALE 38%

TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



4.70  
MILLION

FEMALE 47%  
MALE 53%

TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



555.0  
THOUSAND

FEMALE 62%  
MALE 35%

TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)



2.40  
MILLION

FEMALE 41%  
MALE 59%

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# E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS



FASHION  
& BEAUTY



\$908.0  
MILLION

we  
are  
social

ELECTRONICS &  
PHYSICAL MEDIA



\$1.043  
BILLION

statista

FOOD &  
PERSONAL CARE



\$571.0  
MILLION

we  
are  
social

FURNITURE &  
APPLIANCES



\$660.0  
MILLION

TOYS, DIY  
& HOBBIES



\$575.0  
MILLION

statista

TRAVEL (INCLUDING  
ACCOMMODATION)



\$4.140  
BILLION

we  
are  
social

DIGITAL  
MUSIC



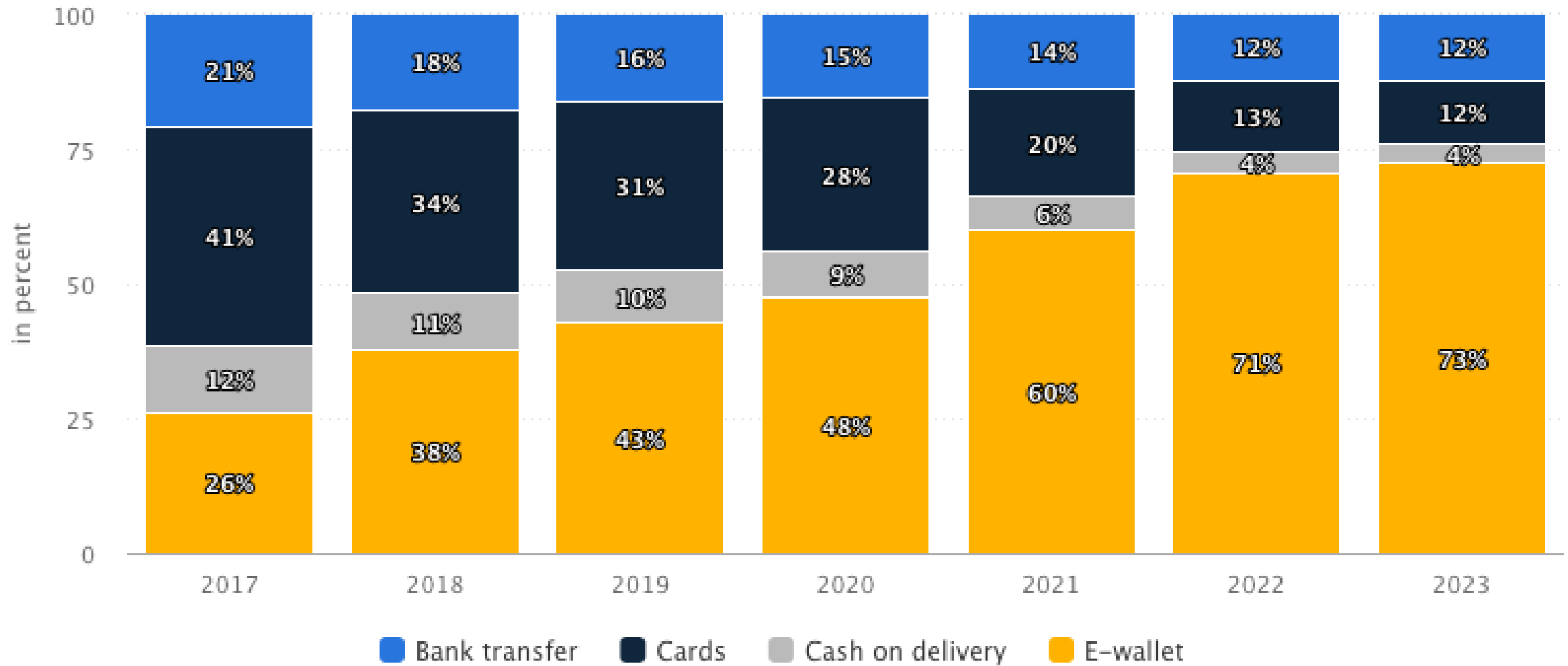
\$45.00  
MILLION

we  
are  
social

VIDEO  
GAMES

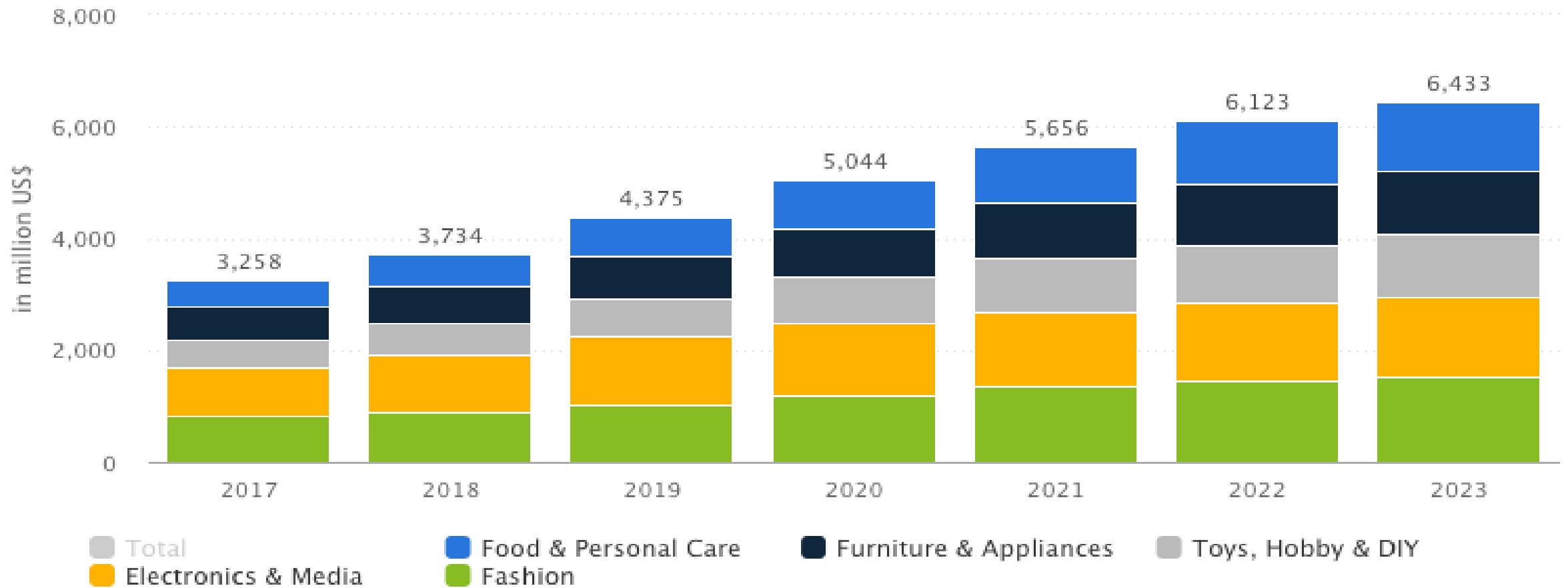


\$158.0  
MILLION



## Revenue

## Revenue Growth





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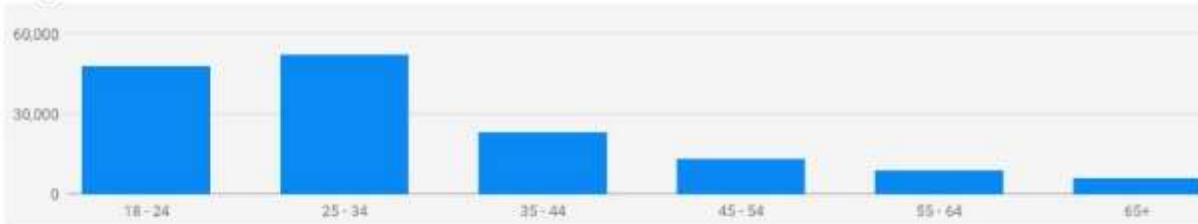
# SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC

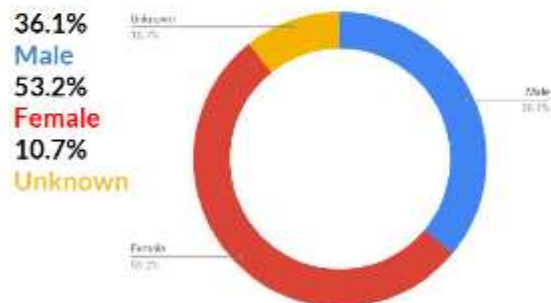


#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	SEARCH	494,100,000	08M 37S	9.2
02	GOOGLE.CO.TH	SEARCH	439,100,000	09M 33S	8.4
03	FACEBOOK.COM	SOCIAL	408,200,000	13M 42S	14.9
04	YOUTUBE.COM	TV & VIDEO	370,500,000	29M 17S	11.1
05	PANTIP.COM	NEWS	125,600,000	05M 03S	3.3
06	LINE.ME	SOCIAL	73,100,000	07M 22S	3.1
07	TWITTER.COM	SOCIAL	65,300,000	13M 51S	13.6
08	SANOOK.COM	NEWS	56,500,000	03M 10S	4.0
09	XNXX.COM	ADULT	56,200,000	19M 47S	14.7
10	GOAL.IN.TH	SPORTS	55,100,000	07M 20S	3.1

## Age



## Gender



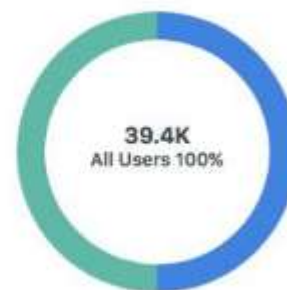
## Top Keywords

- |   |   |
|---|---|
| <b>Mom n kids</b><br>Girl dress<br>Toddler bodysuit<br>Kid toys<br>Pregnant fashion<br>Breast feeding equipment       | <b>Home</b><br>Furniture<br>Cabinet<br>Tools<br>Kitchenware<br>Thermos  |
| <b>Gadgets</b><br>Headphone price<br>Memory card price<br>Headphone bluetooth<br>Micro sd card price<br>Sd card price | <b>Beauty and Food</b><br>Facial massage<br>Taiwanese souvenir<br>Facial masks<br>Taiwanese tea<br>Taiwanese snacks |

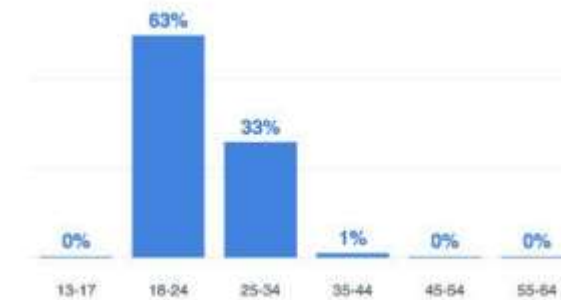
## Gender

49.6% (19.5K)  
Male

49.3% (19.4K)  
Female



## Age



## Top 5 Audience Profile by Interests

 <p>25-35 Mom n kids</p>	 <p>25-30 Taiwan lovers</p>	 <p>18-24 Taiwan lovers</p>	 <p>20-30 Pet lovers</p>	 <p>20-30 Gadget geeks</p>
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## 宏碁電競NB 泰國賣翻天

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2019-02-15 00:20 經濟日報 特派記者謝艾莉 / 曼谷14日電 [讚](#) [分享](#)

品牌廠宏碁（2353）在泰國電競市場表現強勁。宏碁泰國分公司總經理暨中南半島區副總江煌鵬昨（14）日表示，去年在泰國電競筆電銷售量年增高達182%，市占率高達41%，2019年目標泰國市場再成長，屢創新猷。

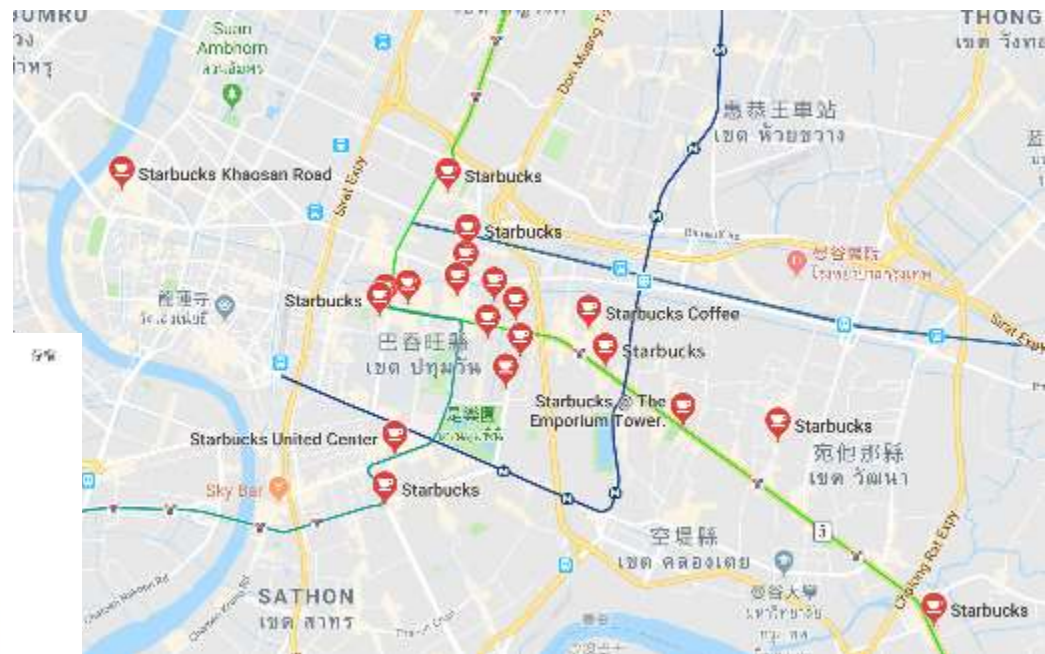
宏碁泛亞營運總部總經理侯知遠昨日也表示，在一開始推出電競品牌「Predator」時，泰國團隊在2016至2018年電競市場大爆發前就做好準備

江煌鵬表示，宏碁去年在泰國輕薄筆電市占率32% 廿利，輕薄電腦在泰國大幅成長，筆電市場快速從過去的價拉高有利於宏碁的營運表現。

### Apple 在泰國的首間直營店於星期六開幕



### 內行的看財報，外行的看熱鬧





資訊流 | 物流 | 金流 @Thailand

前三大 電商平台|特色@Thailand

電商商品趨勢及單價@Thailand

# 跟著PChome到處做生意

*PChome Thai:讓台灣賣家做跨境生意跟做台灣本地生意一樣方便*

A promotional banner for PChome Thailand. At the top left is the PChome logo and website [www.pchome.co.th](http://www.pchome.co.th). The text reads: "ออนไลน์ช้อปปิ้งมอลล์อันดับ1 ของโตทวัน" (Online shopping mall ranked #1 in Thailand), "เปิดร้านกับเรา" (Open a store with us), and "และรับสิทธิประโยชน์มากมาย" (and receive many benefits). The central graphic features a laptop displaying a storefront, a shopping cart, a gift box, a credit card, and a pair of scissors cutting a red ribbon. The ribbon contains the Thai text "ฟรี!" (Free!), "ค่าธรรมเนียม" (Service fee), and "เนียม" (Charge). At the bottom, a yellow banner says "ประโยชน์ที่ท่านได้รับทันที!" (Benefits you receive immediately!).

PChome 在泰國  
讓我們一起做生意

Thank you

***PChome***